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Director and Health Officer

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June 29, 2012

TO: Each Supervisor

FROM:  Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE
AN AGREEMENT WITH BBPR, INC. EFFECTIVE UPON EXECUTION
THROUGH AUGUST 9, 2013 FOR THE EMERGENCY PREPAREDNESS AND
RESPONSE PROGRAM**

This is to notify you that I am exercising the delegated authority approved by your Board on July 26, 2011, to select providers, negotiate, and execute new service agreements related to public health emergency preparedness and response, with contract maximum obligations not to exceed \$500,000 per service agreement, not to exceed a twelve-month term, 100 percent funded by the Centers for Disease Control and Prevention (CDC), subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this authority, I will execute a sole source agreement with BBPR, Inc. (BBPR), in the amount of \$462,138, effective upon execution by the parties through August 9, 2013, 100 percent offset by CDC Notice of Award (NA) Number 2U90TP917012-11 Revised (Amendment 8) which provides a 12-month no-cost extension through August 9, 2013 to facilitate the completion and closeout of all Public Health Emergency Preparedness (PHEP) activities funded by the referenced CDC award.

BBPR is a public relations firm with more than 25 years of experience in the field of public relations, public education, and community outreach, with an emphasis on the Los Angeles County market. Its extensive experience creating and developing public outreach campaigns includes emergency preparedness-related projects specifically designed for public health and health care organizations including Children's Hospital, Los Angeles, and Saint John's Hospital in Santa Monica. BBPR also has extensive experience working with the public sector as demonstrated by its ten-year working relationship with the Los Angeles County Sanitation District.

Under this agreement, BBPR will contribute to two PHEP Capabilities mandated by the CDC: 1) Community Preparedness which includes engaging community organizations to foster public

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health, medical, and mental/behavioral social networks and coordinating training or guidance to ensure community engagement in preparedness efforts; and 2) Community Recovery which includes identifying and monitoring public health, medical, and mental/behavioral health systems and recovery needs and implementing corrective actions to mitigate damages from future incidents. Specifically, BBPR will enhance the *prepare2respond* campaign design and elements, manage associated media relations, and support the work of the Los Angeles County Community Disaster Resilience Project, a partnership ensuring evidence-based best practices in community-based, emergency preparedness participatory planning and engagement strategies with diverse communities. Activities to be funded will be restricted to content and collateral materials development.

As required under Board Policy 5.100, your Board was notified on June 6, 2012 of DPH's intent to enter into this Board-approved sole source agreement in excess of \$250,000 and to proceed with negotiations effective June 20, 2012.

DPH is currently in the process of developing a Request for Statement of Qualifications for all media purchases associated with this campaign.

County Counsel has reviewed and approved the agreement as to use and this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF:fs
#2262

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors